

Future Directions in Public Reporting and Quality Initiatives

**California OPA Symposium
June 6, 2006**

**Dale Shaller, MPA
Shaller Consulting
d.shaller@comcast.net
651-430-0759**



What's the message in a minute?

- Consumers face more choices, increasing decision complexity
- Previous reporting strategies have not worked so well
- We need a new approach grounded in decision science, advertising, and social marketing
- If we get it right, individual consumers and the system as a whole will be better off

Tactics for supporting consumer health care decisions

- Help consumers simplify
- Guide decisions through frameworks
- Focus on the most receptive audience segments
- Build a “trusted” brand identity
- Promote benefits not features
- Educate first, then inform
- Work through trusted intermediaries
- Create decision support, not just report cards

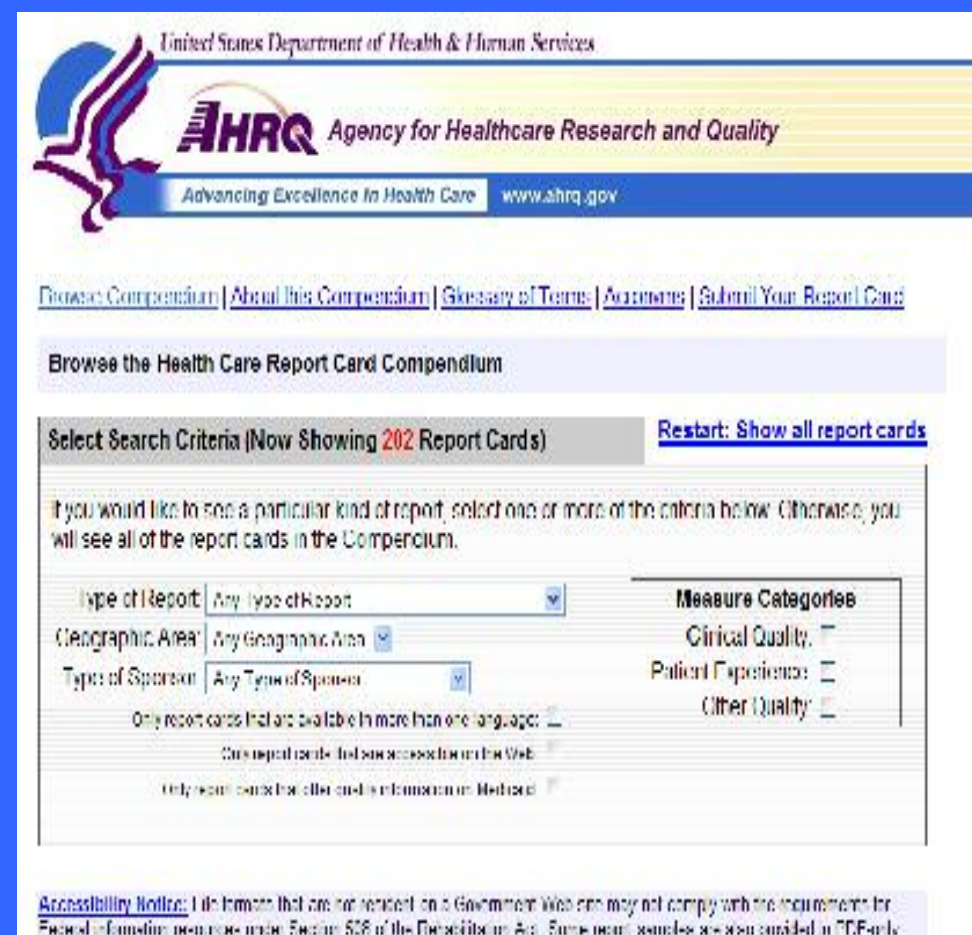
Resources for supporting consumer health care decisions

www.talkingquality.gov

www.ahrq.gov Report Card Compendium



The screenshot shows the TalkingQuality.gov website. The header includes the site name and navigation links: Home, Site Map, Search, Glossary, and FAQ. The main heading is "Talking to Consumers about Health Care Quality". Below this, there are several sections: "The Big Picture" (An introduction to the larger task of understanding a typical measurement project), "What to Say" (A discussion of what consumers need to hear about health care quality and the information you may be giving them), "How to Say It" (An in-depth look at strategies for presenting information in ways that facilitate comprehension and use), "Into the Hands of Consumers" (An overview of effective strategies for distributing information to consumers and supporting their efforts to use the information to make decisions), and "Refining What You Do" (A review of testing and evaluation methods that help you assess and improve your efforts). A sidebar on the left contains a "Download Talking Quality" button and a list of sponsors: Agency for Healthcare Research and Quality, Centers for Medicare & Medicaid Services, and Office of Patient Care and Research.



The screenshot shows the AHRQ Report Card Compendium website. The header includes the AHRQ logo and the text "United States Department of Health & Human Services", "AHRQ Agency for Healthcare Research and Quality", and "Advancing Excellence in Health Care". The main heading is "Browse the Health Care Report Card Compendium". Below this, there is a search section with the text "Select Search Criteria (Now Showing 202 Report Cards)" and a "Restart: Show all report cards" link. The search criteria include "Type of Report" (Any Type of Report), "Geographic Area" (Any Geographic Area), and "Type of Sponsor" (Any Type of Sponsor). There are also checkboxes for "Only report cards that are available in more than one language", "Only report cards that have been posted on the Web", and "Only report cards that offer additional information on Medical". On the right, there is a "Measure Categories" section with checkboxes for "Clinical Quality", "Patient Experience", and "Other Quality". At the bottom, there is an "Accessibility Notice" stating that the information is provided in a format that may not comply with the requirements for the Americans with Disabilities Act.

Accessing the Report Card Compendium

- URL: <http://www.talkingquality.gov/compendium/>
- Username: RCC
- Password: tqrcc1234

CHCF Report Series on Consumer Decision-Making

- Report series funded by California HealthCare Foundation
 - *Report 1: Burden of Choice*
 - *Report 2: Creating Decision Support Tools That Work*
 - *Report 3: Future Directions*
- For more information:
 - www.chcf.org

